1956

AUGUST

TEXAS ARCHITECT

OFFICIAL PUBLICATION OF THE TEXAS SOCIETY OF ARCHITECTS

IN THIS ISSUE

The Oak Cliff Savings & Loan Association Building, in Dallas, has been selected by members of the Dallas Chapter, AIA, as representative of recent work in the Chapter area. Architects: Prinz & Brooks, TSA-AIA, Dallas. This building has now won three awards, including an Honor Award from TSA and an Award of Merit from the American Institute of Architects.

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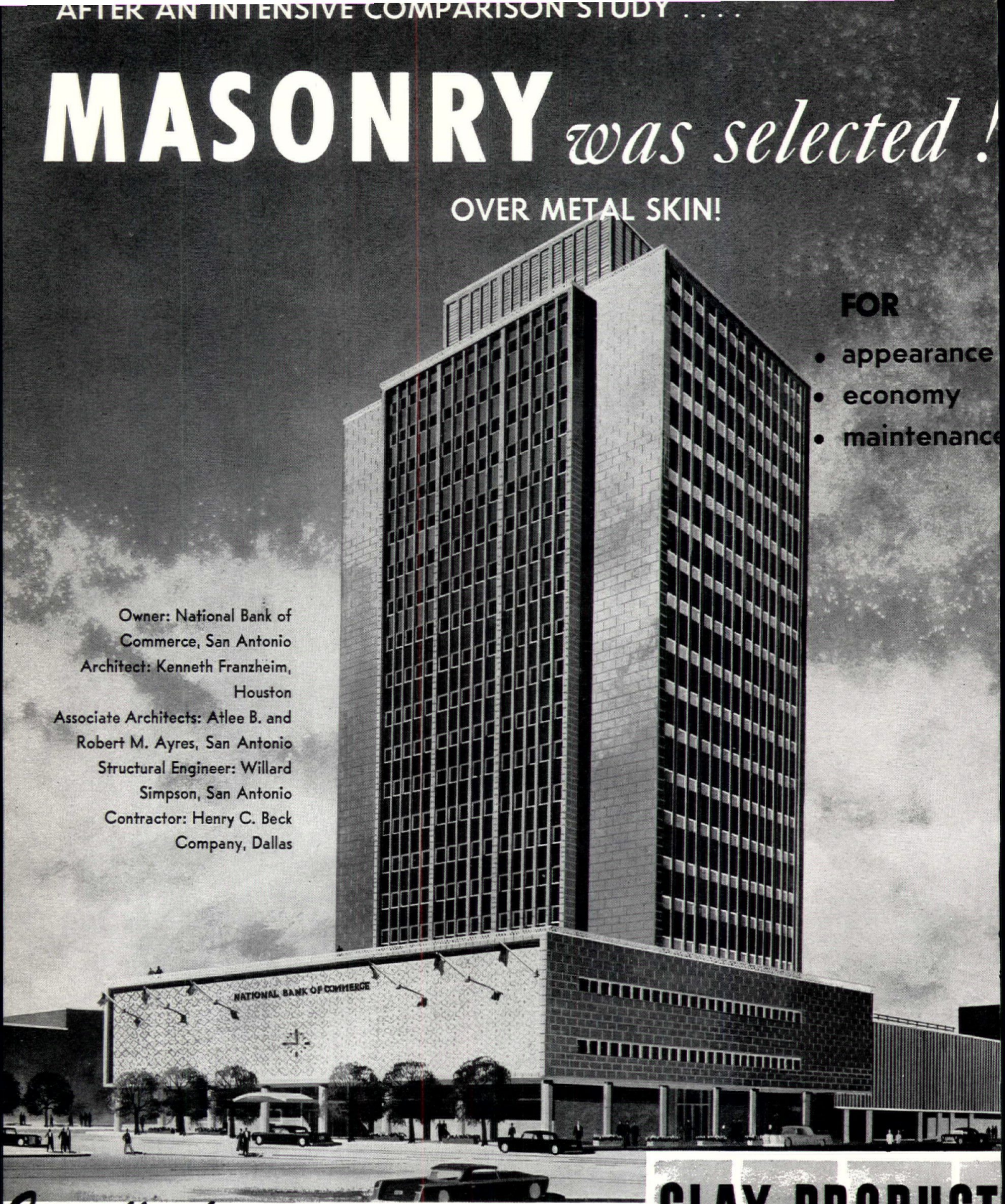

Owner: National Bank of Commerce, San Antonio
Architect: Kenneth Franzheim, Houston
Associate Architects: Atlee B. and Robert M. Ayres, San Antonio
Structural Engineer: Willard Simpson, San Antonio
Contractor: Henry C. Beck Company, Dallas

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THE TEXAS ARCHITECT

VOLUME 7 AUGUST, 1956 NUMBER 4

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The Texas Regional Organization of The American Institute of Architects

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NOVEL PROPOSAL FOR SCHOOL FINANCING

A national concern with a tremendous investment in Texas plants near Corpus Christi, Reynolds Metals Company, has come up with a novel plan for financing school construction which merits more than passing interest. In summary, Reynolds will finance your school district's need for more classrooms!

J. Louis Reynolds, son of the founder and executive vice-president of the Richmond, Va. firm, says that his company is preparing to provide lease-purchase financing for new public schools anywhere in the U.S.

Under the Reynolds plan, the aluminum company would serve as a non-paid "agent" for the school district. Funds are made available to the school district, which then retains an architect to design the school, and construction proceeds according to the district's needs and specifications. Repayment is through lease-purchase arrangements running from 30 to 40 years. It is said that regular payments are as much as 50% less than on short-term conventional financing. No interest rate has been announced.

Reynolds naturally hopes to increase the use of its many aluminum products through the plan, and this is openly admitted in releases. But Mr. Reynolds stipulates that failure to use these products would not bar a district from receiving financing just as quickly as its aluminum-using neighbor.

An interesting plan, and one which Texas school districts might look into, especially since Reynolds has an enormous investment and big payrolls in our state.

The President's Letter

By
R. Max Brooks
TSA-AIA
President,
Texas Society
of Architects

The Executive Board of the Texas Society of Architects, meeting July 14 in Austin, invited members of the Mexican Society of Architects to attend the 17th annual TSA convention at Corpus Christi next November 1-2 without payment of convention registration fees.

This gesture of friendship toward our professional friends from south of the border is an inadequate expression of the gratitude which we feel for an invitation extended earlier in the summer. A special commission of the MSA, meeting with a representative of TSA in Mexico City, has made elaborate plans for showing our members the best in Mexican architecture, plus entertainment in the great tradition of Mexican hospitality. The occasion will be a post-convention tour of Mexico City and other areas in the southern republic, beginning November 3 from Corpus Christi and Brownsville. As an indication of the popularity of this tour, just being announced, all 33 of the persons attending the July 14 board meeting in Austin indicated that they were planning to be on the tour.

Texans have perhaps failed to appreciate the great architecture, both of the past and of the present, in Mexico. The tremendous University City, built on lava beds near the Mexican capital, is typical of the magnificent construction which can be seen not only in Mexico City but throughout the country south of us. TSA members are glad to have this rapidly approaching opportunity to view the best in Mexican architecture, while on tour with members of the Mexican Society of Architects. In addition to the pleasure in such an excursion, it offers a real opportunity for professional advancement.


JEFF JOHNSON
JEFF, IS THIS THE ARTICLE THAT YOU AND YOUR DAD WERE DISCUSSING LAST NIGHT? IT'S THE ONE ON CITY PLANNING IN PITTSBURG!
HMMM? WHY, YES, THAT'S THE ONE, ANN!
WHY, THIS SAYS THE ARCHITECT IS ALWAYS INCLUDED IN CITY PLANNING! I DIDN'T KNOW THAT!
IT SAYS THE ARCHITECT IS THE MASTER PLANNER AND BUILDING DESIGNER, AND THAT ARCHITECTS ARE DEVOTING MORE AND MORE ATTENTION TO PLANNING AND REDEVELOPMENT!
IS THERE THAT MUCH CITY PLANNING BEING DONE?
SURE! ESPECIALLY IN EUROPE SINCE THE WAR!
HOW EXCITING! PLANNING A WHOLE CITY!
WELL, NOT A WHOLE CITY, CUTIE! IT'S USUALLY AN AREA WITHIN THE CITY!
EVEN SO--DOING ALL THAT BY YOURSELF! IT'S AMAZING
WE COULDN'T DO IT ALONE, ANN! WE WORK WITH EXPERTS ON TRAFFIC, LANDSCAPING, ENGINEERING, SOCIOLOGY, AND MANY ANOTHER PROFESSION!
I WANT YOU TO BE A CITY PLANNER, JEFF!
OH YOU DO, DO YOU? JUST LIKE THAT, EH? MY DEAR WOMAN, THERE'S MUCH MORE TO IT THAN THAT!
YOU COULD DO IT, JEFF! I JUST KNOW YOU COULD!
AS A MATTER OF FACT, I SUGGESTED AN IDEA FOR SOME REDEVELOPMENT IN RAVENSTOWN TO DAD LAST NIGHT!
IN RAVENSTOWN? BUT WE DON'T NEED ANY···
OH, BUT WE DO NEED IT! THAT SLUM AREA BY THE RIVER HAS NEEDED IT FOR YEARS AND I INTEND TO DO SOMETHING ABOUT IT!
MMMM! YOU KNOW, I JUST CAN'T RESIST YOU WHEN YOU TALK LIKE THAT!

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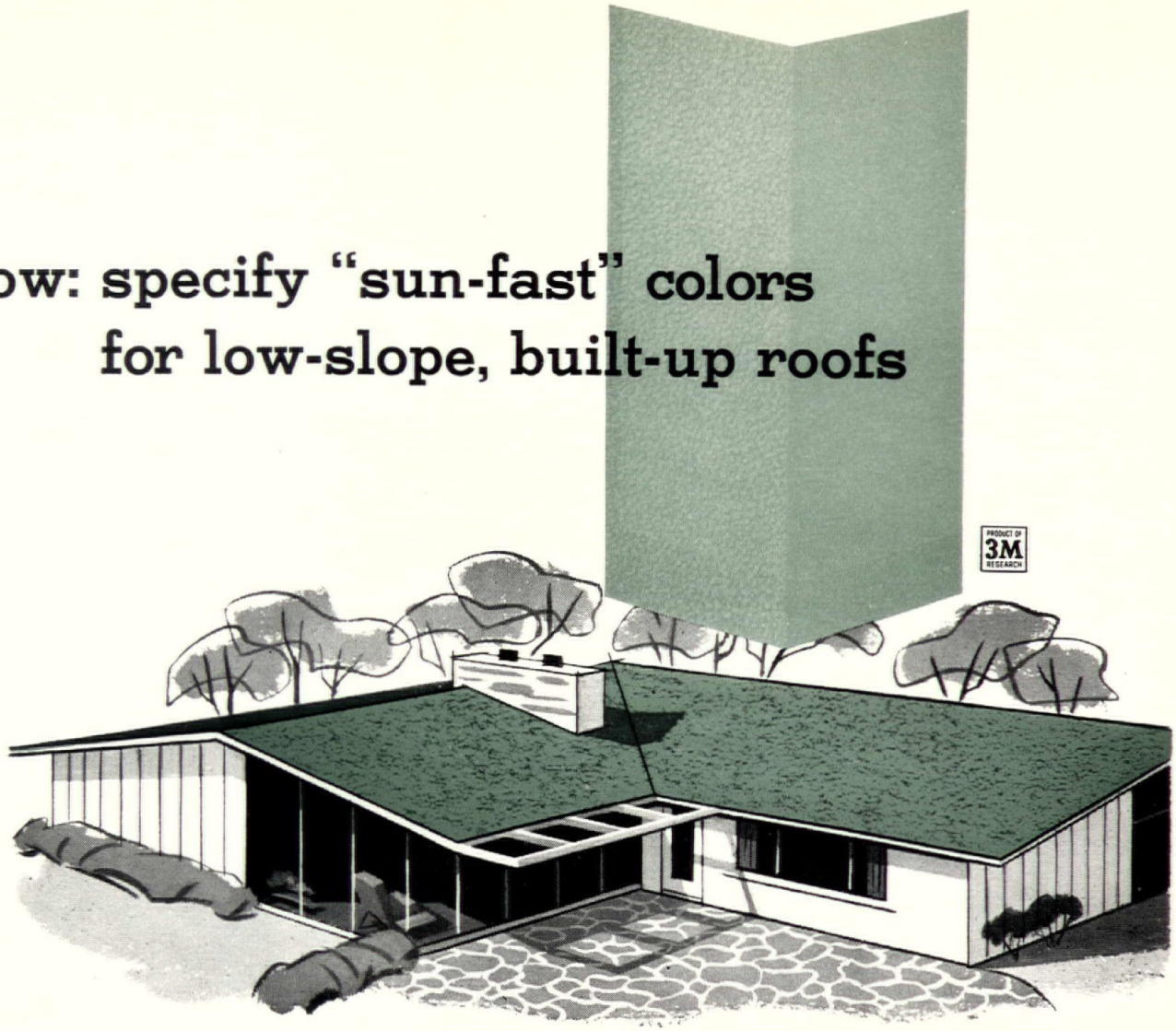

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BLUE	LR86	WHITE	LR96

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COMPANY_____

ADDRESS_____

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Representative Selection, Dallas Chapter, AIA

CLIENT: Oak Cliff Savings & Loan Association, Dallas

ARCHITECTS: Prinz & Brooks, TSA-AIA, Dallas

The owners approached the architects with the desire for a building with a warm, friendly feeling inside and out that expressed their philosophy of business. They had decided that a "Colonial" building was the answer.

After a functional plan for the building was thoroughly established and the owners were convinced of its workability, a simple, straight-forward exterior appearance using quality materials was accepted as a natural solution. The "Colonial" solution was not mentioned again.

The site was a level one, located one block off a main business street. Taking into consideration that most customers would arrive by automobile and would transact business in less than ten minutes (making mortgage payments or depositing savings), easy ingress and egress and a canopy to cover customers' cars were essential. For customers who have business taking longer than the average time (arranging loans, etc.), parking was provided directly across the street from the entrance to the building.

PNEUMATIC TUBE SYSTEM

The circular information desk at the main entry directs traffic through the lobby to all departments. All customer business transactions are carried out on the first floor. The second floor conference room can be used, by appointment, as a meeting place for local civic groups, women's clubs, etc.

To expedite inter-departmental transactions, all departments are joined by a pneumatic tube system.

The lounge on the first floor has a "package" kitchen where coffee, cokes, and snacks are provided for employees. The pleasant atmosphere and convenience helps to keep officers and employees in the building and available to the customers when needed. The lounge has also provided a place for customers to enjoy the hospitality of the officers.

DRILLED PIER FOUNDATIONS

The foundations of the building are drilled piers with bells on rock supporting a structural slab poured over sand.

Dallas Chapter Selection

An interior view of the Oak Cliff Savings & Loan Association in Dallas selected by the Dallas Chapter, AIA as representative of recent work in the Chapter area. Architects: Prinz & Brooks, TSA-AIA, Dallas. The building has won three architectural awards.

Structurally, the building is a reinforced concrete plate system, with reinforced concrete slabs (no beams) and columns. For sound control, suspended metal pans with absorption pads were used, except in the lobby, which has a sprayed acoustic plaster ceiling.

The building has year-round air conditioning divided into seven zones for independent temperature control. The metal acoustic ceiling is used for supplying air by removal of the sound absorption pads behind the metal, eliminating the need for air-supply grills, except in the two-story lobby. The spaces above the furred ceiling have become supply plenums.

General lighting is provided by fully recessed plastic bottom fluorescent lighting fixtures, spaced to continue the ceiling grid pattern of the- acoustic pans. Incandescent accent lights are used where required.

FABRIC-COVERED WALLS

The exterior brick is dark brown and light tan, combined with blue-grey granite veneer. On the interior, all plaster walls are covered with fabric. Some fabrics have integral color, some are painted; the textures vary. The private offices and directors' rooms and part of the lobby are paneled with walnut, cherry or birch. The floors throughout, except for ceramic tile in the toilet rooms, cork tile in the lounge and quarry tile at the entries, are carpeted. All colors are soft.

Furniture is upholstered in bright-colored fabrics, which lend color accent to the interior of the building. All furniture was either purchased under the supervision of the architects or was designed by them.

The $284,000 structure occupies 15,805 square feet and was completed in March of 1954. During the first year of occupancy, the volume of business increased by 32% over the previous year. This past year has reflected an additional 16% growth.

AWARD LUNCHEON

This was the only Texas building to receive an award of merit at the national AIA convention in Los Angeles. The architects, Harold E. Prinz and LaVere Brooks, both TSA-AIA, of Dallas, were presented the award at the AIA awards luncheon May 16.

Upon their return to Dallas, Prinz and Brooks were honored at a special award luncheon May 22 in the Baker Hotel. Also honored were the building's owners, Gaston L. Pool, president; Frank A. Hoke, vice-president; John L. Dugle, secretary-treasurer, and members of the board of directors.

Following the luncheon, the 200 guests traveled to the building site where a plaque was placed in the lobby of the building. Acting on behalf of the National AIA, the Dallas Chapter made the presentation of the award which was accepted for the City of

(Continued on page 12)

LIGHTING

By H. L. Logan, *Vice-President,*
The Holophane Company, Inc.,
New York, N. Y.

EDITOR'S NOTE: As a service to our readers we plan a series of brief articles by an authority on the subject of LIGHTING. The approach is new and fundamental. It is intended to give a better understanding of basic material in order to appraise various lighting schemes from an informed background.

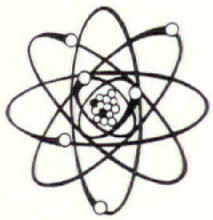
COMPLEXITY OF LIGHTING

Many people cannot understand why lighting, which seems so simple and obvious to them, should turn out upon even casual examination to be so complex. Some may be inclined to think that the technical complexity of modern lighting is a smoke screen thrown up by the vested interests to frustrate them in their search for lower costs. The step-by-step rise of recommended lighting levels down through the years, which has followed on the heels of the ability of people to buy more lighting, lends color to this view.

Many do not realize that lifting lighting levels as fast as people can buy them is an automatic response to a fundamental physiological need; and that in this respect people are the same all over the world. They have generally shown they will not be satisfied until they can afford to use at all times levels comparable with those nature provides part time. And the higher the levels go, and the greater the demands made on visual performance, the more complex and varied become the techniques of lighting—inevitably so: because the greater the energy that must be provided to a space, and released as luminous radiation, the greater the engineering skill, knowledge and experience required.

COST

Much of this skill, knowledge and experience is needed to keep down COST. COST is the fundamental yardstick. We cannot afford to adopt Nature's "solution by surplus," because we have to buy the energy and the equipment that utilizes it.



. . . changing form . . . and relationship takes ENERGY.

There is just one fundamental activity in which we can engage, and that is, CHANGING THE FORM AND RELATIONSHIP OF THINGS. This consumes ENERGY. This is true whether the thing created is an electric motor, a ship, a building, a new configuration of thought OR THE FIELD OF VIEW IN A CLASSROOM.

ENERGY is the only form of WEALTH that humanity can utilize, and as long as what is man-made is limited, we must use it to MAXIMUM effect. We do this when we attain a set goal SUCH AS A LIGHTED FIELD OF VIEW, with a MINIMUM of cost, that yields MAXIMUM BENEFITS.

THE FUNDAMENTAL YARDSTICK — COST

THAT IS WHY COST IS, AND MUST REMAIN, THE FUNDAMENTAL YARDSTICK.

There is a tendency to confuse COST with PRICE. The price of lighting equipment is, so-to-speak, only the DOWN PAYMENT on the cost of the lighting; and a low down payment (low price)

may lead to a higher total payment when all the chips are down. As with so many other things, it is not the PRICE but the UPKEEP that is important. Incandescent classroom lighting systems, for example, run only from 8% to 25% of their total lighting costs; and the highest overall costs are associated with the type of system that runs 8% of total cost initially. It takes an engineering cost analysis to bring out such unexpected relationships, and a typical analysis will be given later on in this series.

COST YARDSTICK

The most widely applicable yardstick for lighting costs is the COST PER FOOTCANDLE AVERAGED OVER LIFE.

COST is judged by the BENEFITS it yields in a given situation. The MAXIMUM BENEFITS that we should strive to gain form a lighted field of view all boil down to INFORMATION.

THE ONLY PURPOSE OF SIGHT IS TO PROVIDE US WITH INFORMATION ABOUT THE EXTERNAL WORLD. A blind population could not survive. Blind people live only because there are seeing people to throw protections around them.

When man came along a great change occurred in the nervous system. It became oriented around the sense of sight. In lower forms of life, such as the dog, the nervous system is oriented around the sense of smell. By making the visual sense the central feature of man's relationship to the external world his survival has been tied to his eyes; and this survival depends upon the success with which he gathers the necessary information from the external world.

JUDGING LIGHTING SYSTEMS

We have no way at present of directly computing the relevant information that is totally available in a given field of view, comparing it with the information that is revealed by a given lighting system, and expressing the revealed information as a percentage of the total. Instead we have to arrive at a judgment indirectly by comparing the illumination levels of competing systems, their photometric distributions, their direct glare, the degree of reflected glare, the effect of color distribution, and shadow, and the appearance of the lighting system as a feature of the particular field of view.

A blind population could not survive.

These items will be briefly discussed in turn, in future articles. The next article will explain what happens when we see, and how to determine in the field the best level of light for the purposes at hand.

Harris County Construction Running 42% Above 1955 Total

The F. W. Dodge Corporation reports a first five months cumulative total of $200,973,000 for construction contracts in Harris County. This is 42% above the same period in 1955. Metropolitan Houston was 18% above May, 1955 at $38,906,000. Separate five-month totals for Houston's metropolitan area were also substantially above the same period last year.

Address To 1956 Architectural Graduates of Texas University

By Edward L. Wilson, TSA-AIA
Secretary
American Institute of Architects

(EDITOR'S NOTE: Following is an abstract of Mr. Wilson's address):

Nowadays progress seems to be made in stages. We reach plateaus, first one then another. When we speak of a plateau we think of an elevated piece of ground from which a good view of the area below may be had, and from which an appraisal of the pathway leading to higher plateaus, and even to peaks, may be made. Perhaps our present plateau will afford the opportunity to take a look at the profession whose threshold we now find ourselves entering.

I can assure you as a result of nearly 40 years experience that you will not regret having selected architecture as your chosen field. Architecture touches the lives of all people and in a large measure contributes to their environment, making it good or bad in proportion to the skill of the architect. It is therefore quite satisfying to be connected with an activity which plays such a large part in our civilization today and has for centuries.

It would be foolish to claim that this profession of architecture is perfect or even nearly so. You will find out, if you have not already done so, that there is much room for improvement, and it will be up to you to help discover where it needs improving, and to assist in making it better, for you are now a part of it and have been for some time.

HIGH QUALITY OF EDUCATION

You will find out, for instance, whether or not the kind of architectural education you have received has been adequate to equip you to grow into the required stature of a professional architect and, if not, what needs to be done to change it so as better to train succeeding generations of architectural students. Many architects and educators are continuously examining this subject and the present high quality of education is due to their efforts, and will be further influenced by yours.

Then you will find out firsthand just what needs to be done for a young architect to acquire professional experience, what the opportunities are for internship, how the established professionals extend a helping hand to the beginning designer and draftsman; and if the present procedures are not satisfactory how you in later years may make them better.

One of the thrilling aspects of an ascending architectural career is the element of surprise and adventure. There is very little of the routine in it. Always just around the corner is the new achievement, the greater challenge to ingenuity and skill, the solving of problems in human relationships, and the ever striving for higher accomplishments; and this adventure starts from the moment one embarks upon the active pursuit of the professional career of an architect.

NO EIGHT-HOUR DAYS

The profession of architecture is not something that can be taken on for periods and dropped for others. It is a way of life, a way of thinking; every waking moment one must think as an architect. The eight hour day has no place in an architect's life. The various plateaus in an architect's experience may not be reached simply by announcing our arrival, they must be climbed up to, they must be grown into, they must be the result of natural progressive development. Is the begin-

ning of our practice something to be assumed suddenly? Does it simply require the insertion of an announcement in the newspaper that so and so has opened an office for practice of architecture? Not at all. It must be the natural and normal expression of the attainment to a position of thought and comprehension which looks out on the current scene as an architect, a responsible practitioner, one in whom the public may repose confidence, and this mental stature must include the complete range of professional responsibilities, responsibility for design, for business efficiency, for expertness in administration, a self respecting integrity that cannot fail.

DISCOVERIES, NOT CREATIONS

Architecture evolves into new forms of expression just as civilization changes and the progress of invention and automation and transportation casts off limitations and rises to higher accomplishments. But with all the freedom we enjoy we might consider for a moment that all of these developments and progressive accomplishments came about within a framework of law. The great discoveries are not creations but discoveries, discoveries of already existent laws and truths which were waiting to be revealed to advanced thought. The wonder is not that they have been discovered but that they were not discovered sooner. May we not say that new discoveries in architecture are somewhat similar. The musician creates great works only after a long adherence to the discipline of study and technique. The advanced mathematician arrives at his transcendent solutions only after he has acquired a progressive knowledge of all that goes before. Before the violinist can soar to new heights of grandeur he must have mastered the elementary and advanced technique which precedes such performance.

Freedom is not license, but includes the disciplined avoidance of lawlessness. And so, architecture has its disciplines; they are moral as well as physical. But these disciplines are not limiting and circumscriptive, they are liberating and expansive. I refer to such types of thought as honesty, integrity, industry, consideration, adaptability, etc. Within the framework of fundamental law, our ability and practice can grow to new heights.

11,000 MEMBERS

One cannot speak of architecture without mentioning the American Institute of Architects. For in a sense, the profession and The Institute are one and the same. With more than 11,000 members, and now entering its 100th year of history, The Institute is the cement which binds together all elements in this most far flung and diverse profession. Standing for the highest ideals in practice and with constant concern for the improvement of all the facets thereof, it is the powerhouse from which we derive the strength and authority to speak and act as architects. And yet The Institute is no stronger, no better, no more progressive than the composite qualities of its members. Hence the importance for each one of us to assume an active role in the affairs of The Institute. What will The Institute do for us individually? No more than we do for it. In that respect, it is like belonging to a church; the man who does much for his church has a church that does much for him.

"THE GOOD LIFE"

I have just returned recently from the convention of The American Institute of Architects in Los Angeles. The theme of the convention was "Architecture and the Good Life." The de-

(Continued on page 12)

ARCHITECTURAL ADDRESS

(Continued from page 11)

velopment of this theme was most interesting. I suppose that the term "the good life" can mean all things to all men, but it was pleasant to note that most of the speakers interpreted the good life to mean more than just physical well being, indeed that seemed to be the least part of it. I take it as a fact that architecture and the good life are inseparable. Architecture *is* a good life and unless one is living a good life in all the aspects of its completeness he is not likely to be the best architect. I am going to take the liberty of quoting a list of the ingredients of the definition of architecture for the good life as advanced by our immediate past president, George Bain Cummings. He mentions first Safety, Health and Well Being; and follows with Work and Rest, the exultation of driving oneself to capacity followed by a period of recharging. And then comes Love and Worship, both physical and spiritual. He then lists Beauty and Fragrance, and mentions Louie Sullivan of whom it was said, "He demanded of himself an emotional and spiritual expenditure to endow each building with its own identity of beauty." And finally Compensation, Recognition, Acceptance, Approval, Satisfaction, and Reward. I do not know where one would go to find a more comprehensive and satisfying definition of the good lite in architecture.

In conclusion, I should like to read to you The Architect's Creed, again by my good friend, George Bain Cummings. I commend this statement to you as a set of ideals, worthy of your utmost consideration. It sets forth objectives for you and me to strive to attain. If we can even approach them we shall have accomplished much:

"I am an Architect
Humbly and Proudly
I profess my competence under
the discipline of architecture.

"Upon my most shining personal honor I promise unending devotion to the task of continually studying, learning, seeking, experimenting, that I may become ever better educated and trained for my work.

"Upon my most shining personal honor I promise to my community undeviating adherence to the ideal of service to my fellowmen, as the goal of my effort, that I may honestly and fully earn my living—my right to live among them.

"Upon my most shining personal honor I promise to maintain that integrity in practice which will insure to each client the finest possible stewardship of his interest.

"Upon my most shining personal honor I promise in the execution of every commission to strive to create beauty as well as order, character as well as safety, spiritual value as well as convenience.

"Upon my most shining personal honor I promise to join with my fellow architects to make our profession of greatest possible usefulness and benefit to our society, to share and disseminate all valuable professional knowledge, and to pass on to the succeeding generation the full and fine discipline of our profession, enriched because of my dedication."

George Bain Cummings

Dale Lane Named Field Engineer For Dallas AISC Office

The American Institute of Steel Construction has appointed Dale Lane as field engineer assigned to the Dallas office of AISC. Lane, a 1947 graduate of Texas A&M College, replaces John Tanner, assigned to a new district office at Birmingham, Ala.

DALLAS AWARD

(Continued from page 7)

Dallas by Mayor R. L. Thornton. Many Dallas civic groups participated in the ceremony.

TWO PREVIOUS AWARDS

The Oak Cliff Savings and Loan Building had won two previous awards. In 1955 the design was exhibited at the National Gold Medal Exhibition in New York City and in 1954 won the First Honor Award for non-residential buildings in the Texas Architecture '54 competition at the State Fair of Texas. The design was published in the *Architectural Forum* in February of this year.

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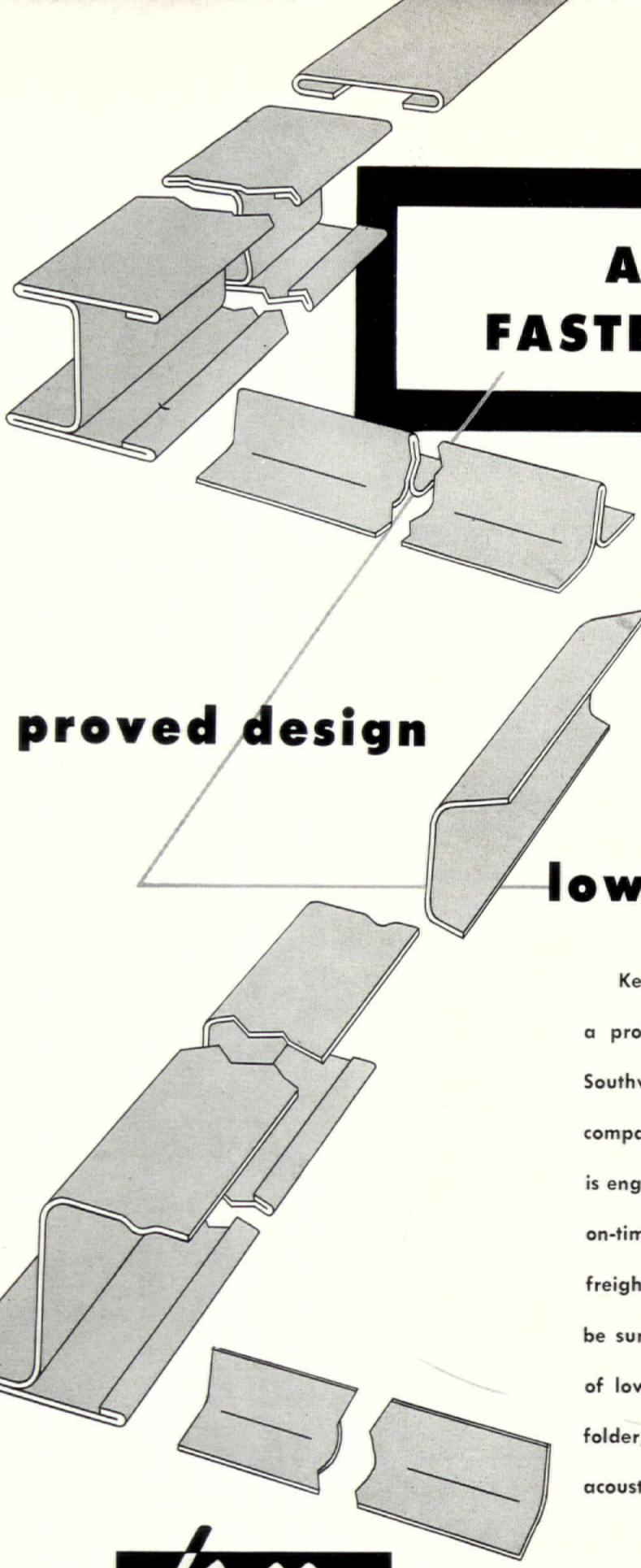

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